

Exposing Nike: Team Sweat

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What is Team Sweat?



“Team Sweat is International coalition of consumers, investors and workers committed to ending the injustices in Nike’s sweatshops around the world.”

Jim Keady, founder of Team Sweat, became interested in labor rights in a of Catholic Social teaching. During the course of his research, St. Johns University began to negotiate a 3.5 million dollar endorsement deal with Nike. In response to Keady’s objection to wear the product,

the coach said

“Wear Nike and drop the issue, or resign.”

Keady resigned.

Today Team Sweat’s central mission is to ensure Nike’s workers are paid a living wage.

Keady Seeks Truth “Behind the Swoosh”



Location: Tangerang, Indonesia
Duration: 1 month, year 2000
Wage: \$1.25 per day



“Their situation demands action, an action that is grounded in truth and pursues justice. Such action on behalf of justice is at the very root of what it means to live a full life as a human being.” -Keady

“Yes, they want democracy and that is the last thing American corporations like Nike want to see happen here.” -Keady



“When someone has complete control over whether or not your entire family eats, “just doing it,” becomes a little more difficult.” –Keady

I think the thing that struck me most today was seeing a giant Swoosh and the words “Yes I Can” plastered on the front of the factory. “Yes I Can” what? Live in absolute fear and be exploited?” -Keady



In perspective...

Nike: 6.2 billion 2013 revenue



CEO Phil Knight:
14.4 billion
net worth



Tiger Wood’s
Endorsement:
100 million
5 years



For more information and resources:
TeamSweat.org
Behind the Swoosh

